Exercise:

• Choose three companies operating in Hungary and find their mission statements!
• Enter the names of the companies in the shared link!
• For the moodle exercise, upload the mission evaluation along the following criteria:
  • Does it include a reference to sustainability?
  • Does it contain a reference to the mission of the community partner?

Keywords of Itt és most: Community, Social issues, Society, Philanthropic, Social workers, healthcare workers, Teachers, Education, Youth, Prevention, Schools

1. Company: Eurofins (analytical services)

**Mission Statement:** “We provide our customers with innovative, high-quality laboratory research and consulting services, contributing to a safer and healthier world. We constantly create new opportunities for our employees and create sustainable corporate values”

**Reference to Sustainability:** Eurofins changed their corporate value and their strategy. That means they supporting their customers in creating sustainable product offerings backed by verified metrics and measurements. They implemented an Sustainability Service in their company which tries to bring all of their sustainability products and services in one place.

**Reference to the Community Partner:** In their mission statement Eurofins is committed to a healthier world. And this is also what Itt és most is doing with their impro theatre. They help improve mental health by getting more comfortable by speaking in public.

2. Company: Magyar Telekom

**Mission Statement:** "To improve the quality of life in Hungary through information and communications technology. We provide innovative and high-quality products and services to our customers, contribute to the development of the country’s digital infrastructure, and strive to be an efficient, responsible, and sustainable company."

**Reference to Sustainability:** The company group is committed to integrating sustainability into its operations, governance, and activities across Hungary and other regions of operation. They believe that sustainability not only drives long-term success but also positively impacts society, the environment, and the economy. Magyar Telekom follows a structural approach to sustainability, emphasizing economic, social, and environmental values, encouraging collaboration across the organization for a sustainable future.

**Reference to the Community Partner:** Telekom supports several charitable causes to be sustainable in a social way. For example a way to act charitable they have introduced a civil Tariff, where foundations and associations who acting for public benefits paying less for
telecommunication. Itt és most could use this tariff to save money and use it otherwise for their community.

3. Company: Audi

**Mission Statement:** “Scarcity of resources, environmental pollution, and climate change are among the major challenges of our time. Audi is making a sustainable contribution to the corporate strategy “consistently Audi” with its Mission: Zero environmental program. Sustainable premium mobility is only possible with consistently environmentally friendly production. This is what we are working on with Mission: Zero"

**Reference to Sustainability:** Audi's "Mission: Zero" environmental program is integral to their corporate strategy, aligning with sustainability goals. Audi emphasizes eco-friendly production as vital for achieving sustainable premium mobility, contributing to a more environmentally responsible future in the automotive industry. For example they using renewable energy for their mission to have zero emissions.

**Reference to the Community Partner:** Audi is contributing to a more environmentally responsible future. And so is Itt és most. Which different workshops they try to increase the awareness for our environment by speaking with several groups of people. They help educate in the area of environmental protection.